

Amendments to the Claims:

This listing of the claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1 (Currently amended): A fruit juice-containing food product comprising, in addition to a fruit component and a base having sweetness, components (a) and (b):

(a) menthol in an amount of ~~0.000045 to 0.09~~ 0.009 to 0.045 parts by mass based on 1000 parts by mass of the fruit juice-containing food product; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, 3-l-menthoxy-2-methylpropane-1,2-diol, ~~p-menthane-3,8-diol~~, and 2-1-menthoxyethane-1-ol in an amount of ~~0.000005 to 0.01~~ 0.001 to 0.005 parts by mass based on 1000 parts by mass of the fruit juice-containing food product,

wherein the fruit juice-containing food product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

2 (Canceled)

3 (Previously presented): A fruit juice-containing food product according to claim 1, wherein the base having sweetness comprises one or more kinds selected from the group consisting of sorbitol, glycerin, propylene glycol, saccharin sodium salt, aspartame, xylose, maltose, glucose, sucrose, maltitol, maltooligosaccharide, erythritol, xylitol, sucralose, acesulfame K, glycyrrhizin, glycyrrhizin dipotassium, stevia, fructooligo-saccharide, honey, and a licorice extract.

4 (Canceled)

5 (Previously presented): A fruit juice-containing food product according to claim 1 or 3, wherein, in the mass ratio of a refreshing feeling substance to a cool feeling substance, the cool feeling substance is from 0.01 to 100 parts by mass based on 1 part by mass of the refreshing feeling substance.

6 (Previously presented): A fruit juice-containing food product according to claim 1, wherein the straight fruit juice or the concentrated fruit juice is a juice of citrus fruits, apples, peaches, grapes, blueberries, raspberries, strawberries, melons, Japanese apricots, cassis, and marumelos.

7 (Canceled)

8 (Previously presented): A fruit juice-containing food product according to claim 1, wherein the fruit juice-containing beverage is a fruit beverage, and the fruit beverage is a fruit juice beverage, a carbonated beverage, soft drinks, sports drinks, near water, an alcohol beverage, health and nutrient drinks, dietary supplements, a fruit wine, or stimulant and energy beverages including coffee, tea, and cocoa.

9 (Canceled)

10 (Canceled)

11 (Previously presented): A fruit juice-containing food product according to any one of claims 1, 3, or 6, wherein the fruit juice-containing food product is a fruit juice-containing dairy product.

12 (Previously presented): A fruit juice-containing food product according to claim 11, wherein the fruit juice-containing dairy product is a fruit dairy product, and the fruit dairy product is a milk product, a dairy drink, or a yogurt, a sherbet or an ice cream.

13 (Previously presented): A fruit juice-containing food product according to any one of claims 1, 3, or 6, wherein the fruit juice-containing food product comprises one or more additional flavor improving substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-methoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-methoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-methoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alcanoic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperidine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and a morphologically processed form thereof.

14 (Previously presented): A fruit juice containing food product according to claim 1, wherein the fruit juice-containing beverage comprises one or more additional flavor improving substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-methoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-methoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-methoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alcanoic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperidine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and/or a morphologically processed form thereof.

15 (Canceled)

16 (Previously presented): A fruit juice-containing food product according to claim 11, wherein the fruit juice-containing dairy product comprises one or more additional flavor enhancing (improving) substances selected from the group consisting of a vanillyl alkyl ether derivative (alkyl group having 1 to 6 carbons), 4-(1-menthoxy-methyl)-2-(3',4'-dihydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-methoxy-4'-hydroxyphenyl)-1,3-dioxolane, 4-(1-menthoxy-methyl)-2-(3'-ethoxy-4'-hydroxyphenyl)-1,3-dioxolane, an alkanoic acid vanillamide (alkyl group having 7 to 12 carbons), a vanillin or ethyl vanillin alkylene glycol acetal (alkylene group having 3 to 6 carbons), ginger oleoresin, capsicum oleoresin, pepper oleoresin, zingerone, piperidine, dihydrocapsaicin, capsaicin, jambu oleoresin, spilanthol, sanshool, sanshoamide, *piper nigrum*, *zanthoxylum peperitum*, chavicine, piperine, and a morphologically processed form thereof.

17 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing food product, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

(a) menthol in an amount of ~~0.000045 to 0.09~~ 0.009 to 0.045 parts by mass based on 1000 parts by mass of the fruit juice-containing food product; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, 3-l-menthoxy-2-methylpropane-1,2-diol, ~~p-menthane-3,8-diol~~, and 2-1-menthoxyethane-1-ol in an amount of ~~0.000005 to 0.01~~ 0.001 to 0.005 parts by mass based on 1000 parts by mass of the fruit juice-containing food product,

wherein the fruit juice-containing food product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

18 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing food product having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) menthol in an amount of ~~0.000045 to 0.09~~ 0.009 to 0.045 parts by mass based on 1000 parts by mass of the fruit juice-containing food product; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, 3-l-menthoxy-2-methylpropane-1,2-diol, ~~p-menthane-3,8-diol~~, and 2-1-menthoxyethane-1-ol in an amount of ~~0.000005 to 0.01~~ 0.001 to 0.005 parts by mass based on 1000 parts by mass of the fruit juice-containing food product,

wherein the fruit juice-containing food product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

19 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing beverage, comprising adding to the fruit juice-containing beverage, besides a fruit component and a base having sweetness, components (a) and (b):

(a) menthol in an amount of ~~0.000045 to 0.09~~ 0.009 to 0.045 parts by mass based on 1000 parts by mass of the fruit juice-containing food product; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, 3-l-menthoxy-2-methylpropane-1,2-diol, ~~p-menthane-3,8-diol~~, and 2-1-menthoxyethane-1-ol in an amount of ~~0.000005 to 0.01~~ 0.001 to 0.005 parts by mass based on 1000 parts by mass of the fruit juice-containing food product,

wherein the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

20 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing beverage having a base containing sweetness, comprising adding to the fruit juice-containing beverage, besides a fruit component, components (a) and (b):

- (a) menthol in an amount of ~~0.000045 to 0.09~~ 0.009 to 0.045 parts by mass based on 1000 parts by mass of the fruit juice-containing food product; and
- (b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, 3-l-menthoxy-2-methylpropane-1,2-diol, ~~p-menthane-3,8-diol~~, and 2-1-menthoxyethane-1-ol in an amount of ~~0.000005 to 0.01~~ 0.001 to 0.005 parts by mass based on 1000 parts by mass of the fruit juice-containing food product,
wherein the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

21 (Canceled)

22 (Canceled)

23 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing dairy product, comprising adding, besides a fruit component and a base having sweetness, components (a) and (b):

- (a) menthol in an amount of ~~0.000045 to 0.09~~ 0.009 to 0.045 parts by mass based on 1000 parts by mass of the fruit juice-containing food product; and
- (b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, 3-l-menthoxy-2-methylpropane-1,2-diol, ~~p-menthane-3,8-diol~~, and 2-1-menthoxyethane-1-ol in an amount of ~~0.000005 to 0.01~~ 0.001 to 0.005 parts by mass based on 1000 parts by mass of the fruit juice-containing food product,

wherein the fruit juice-containing dairy product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.

24 (Currently amended): A method for reinforcing a flavor in a fruit juice-containing dairy product having a base containing sweetness, comprising adding, besides a fruit component, components (a) and (b):

(a) menthol in an amount of 0.000045 to 0.09 0.009 to 0.045 parts by mass based on 1000 parts by mass of the fruit juice-containing food product; and

(b) one or more cool feeling substances selected from the group consisting of 3-l-menthoxypropane-1,2-diol, 3-l-menthoxy-2-methylpropane-1,2-diol, ~~p-menthane-3,8-diol~~, and 2-1-menthoxyethane-1-ol in an amount of 0.000005 to 0.01 0.001 to 0.005 parts by mass based on 1000 parts by mass of the fruit juice-containing food product,

wherein the fruit juice-containing dairy product is a fruit juice-containing beverage, and the fruit component is a straight fruit juice or a concentrated fruit juice or blends of two or more fruit juice components.